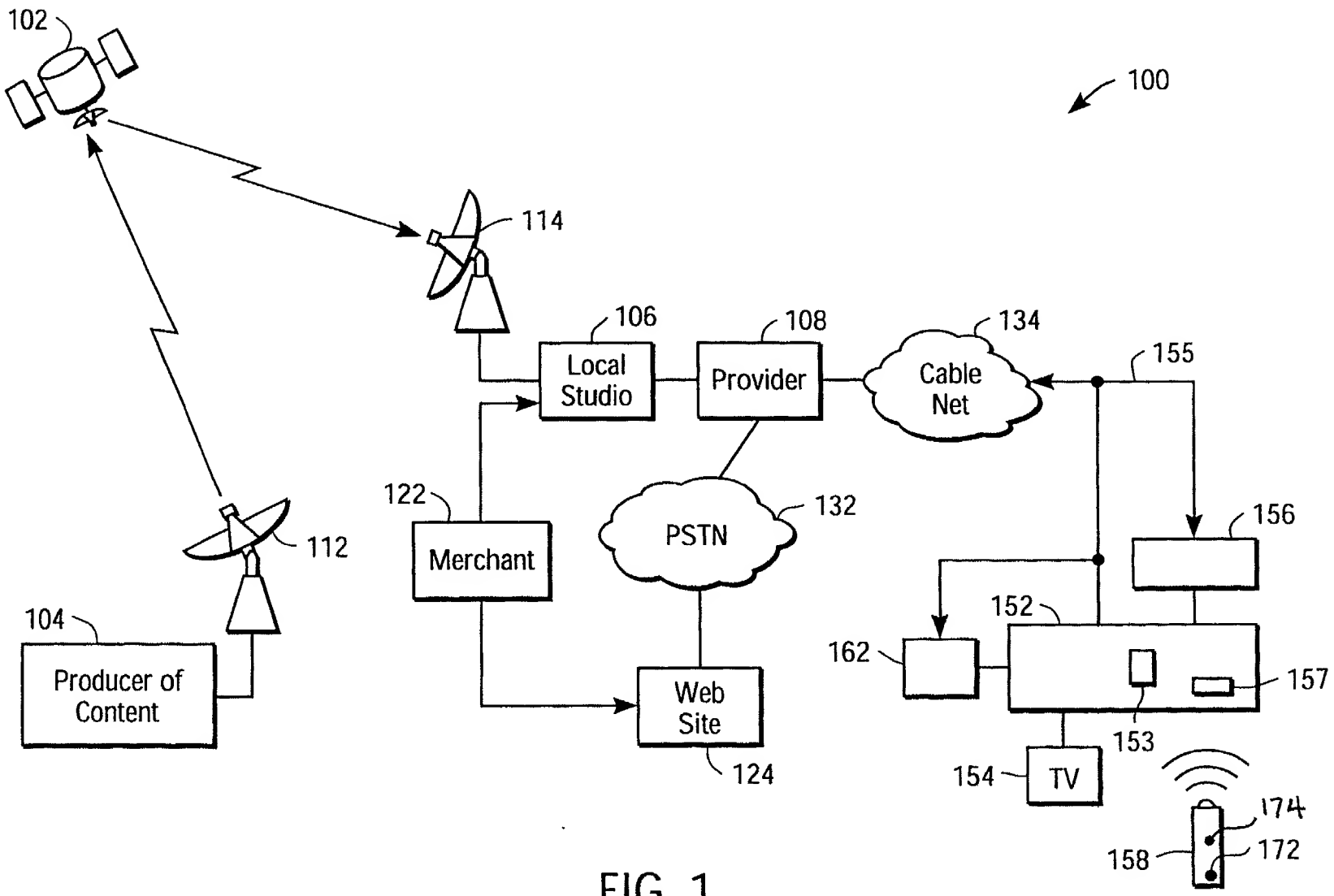
102
100
114
106
108
134
155
Local Studio
Provider
Cable Net
122
112
Merchant
PSTN
132
156
104
152
Producer of Content
162
157
Web Site
153
154
TV
174
158
172
124

FIG. 1

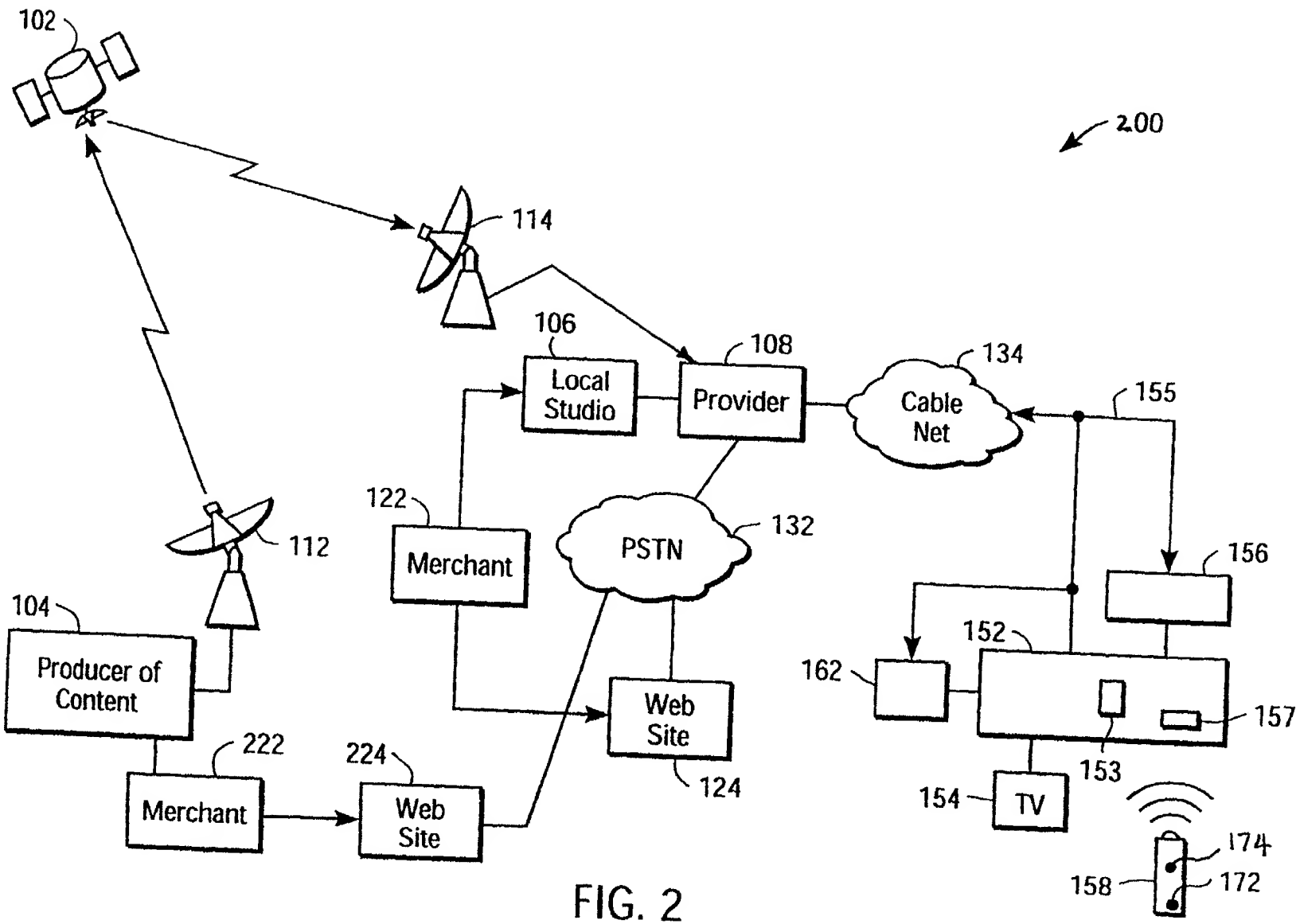
102
200
114
106
Local Studio
108
Provider
134
Cable Net
155
122
Merchant
PSTN
132
112
156
104
Producer of Content
152
162
Web Site
157
222
224
153
Merchant
Web Site
124
154
TV
174
158
172

FIG. 2

DOCKET: 2003-0250

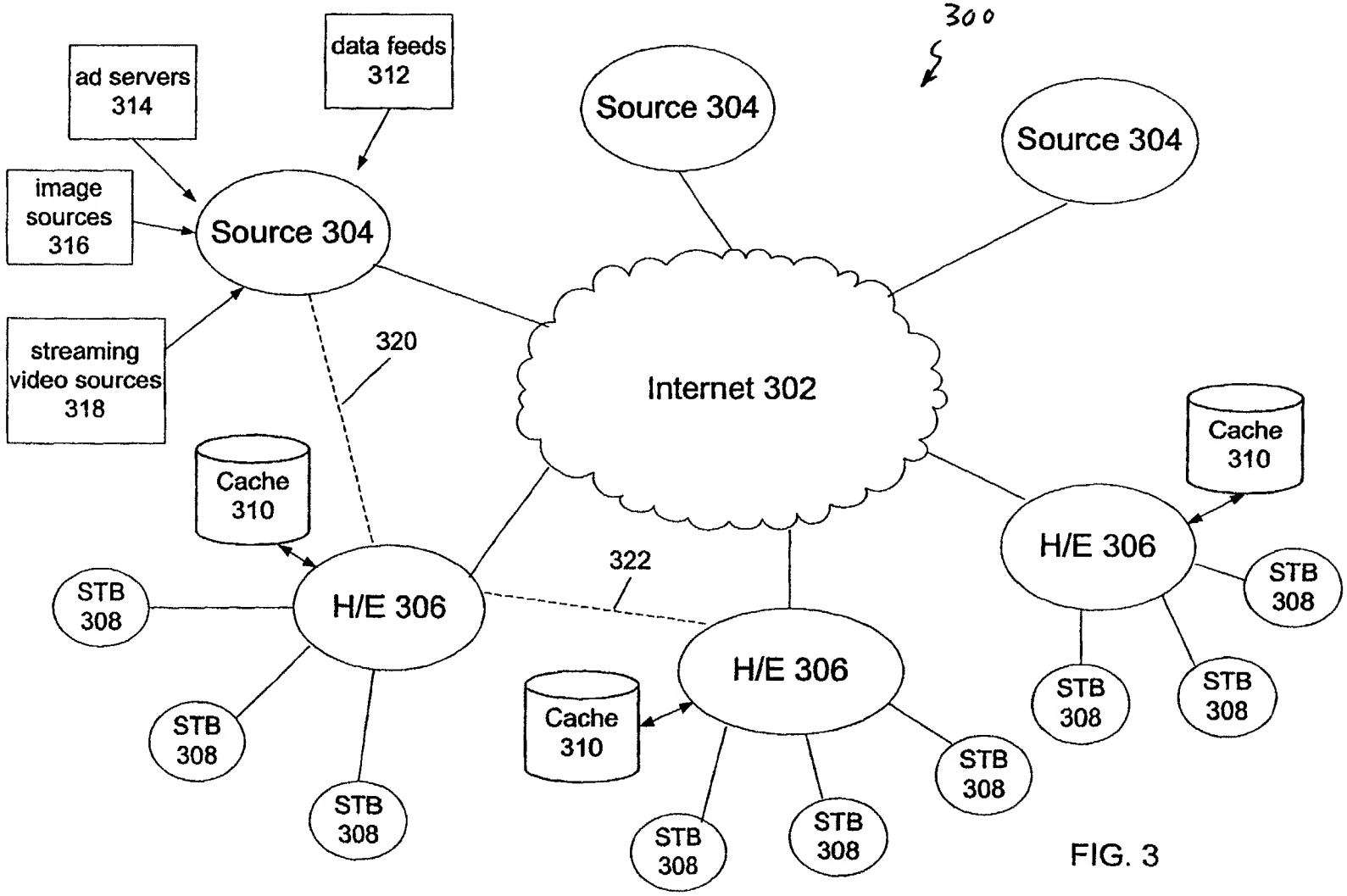

FIG. 3

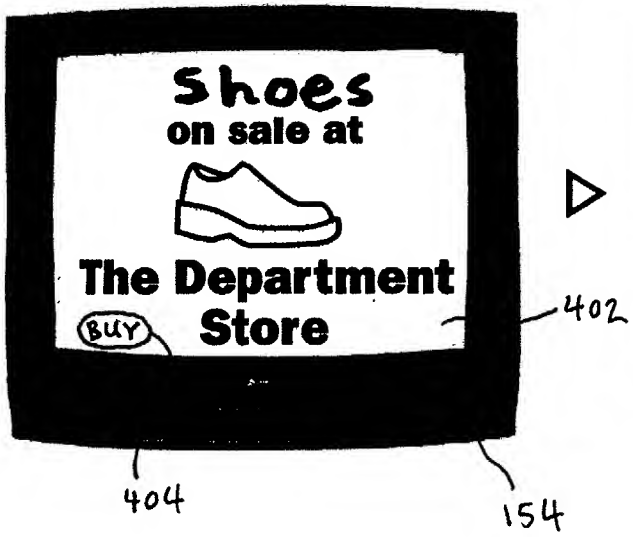

Figure 4

Figure 5

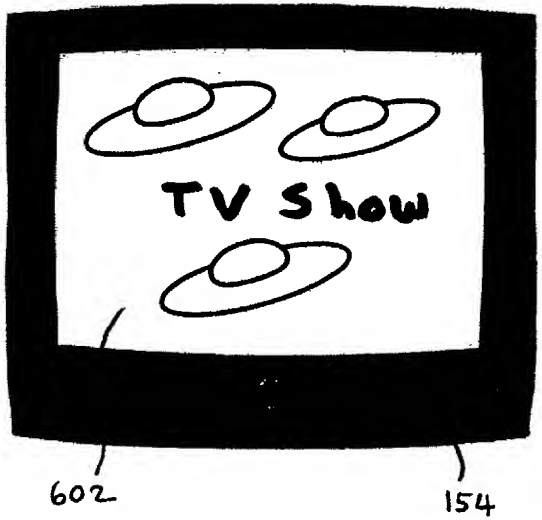

Figure 6

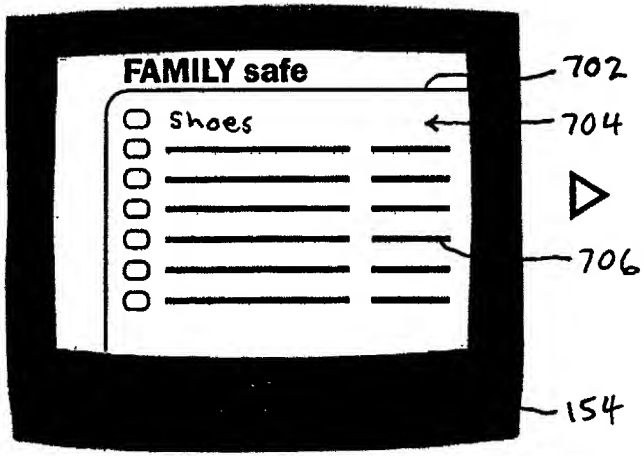

Figure 7

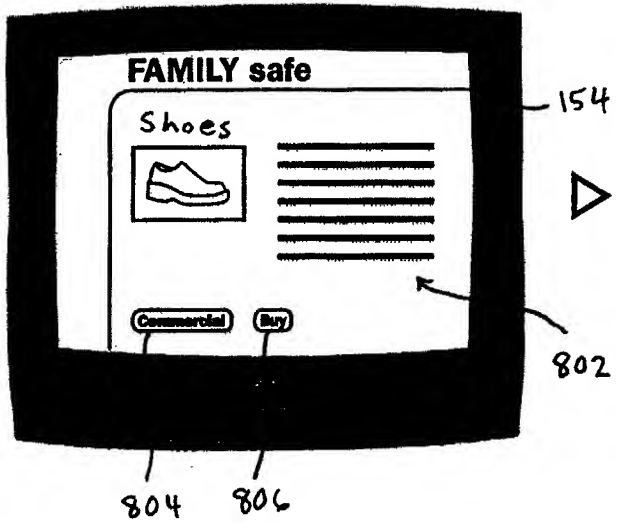

Figure 8

Figure 9

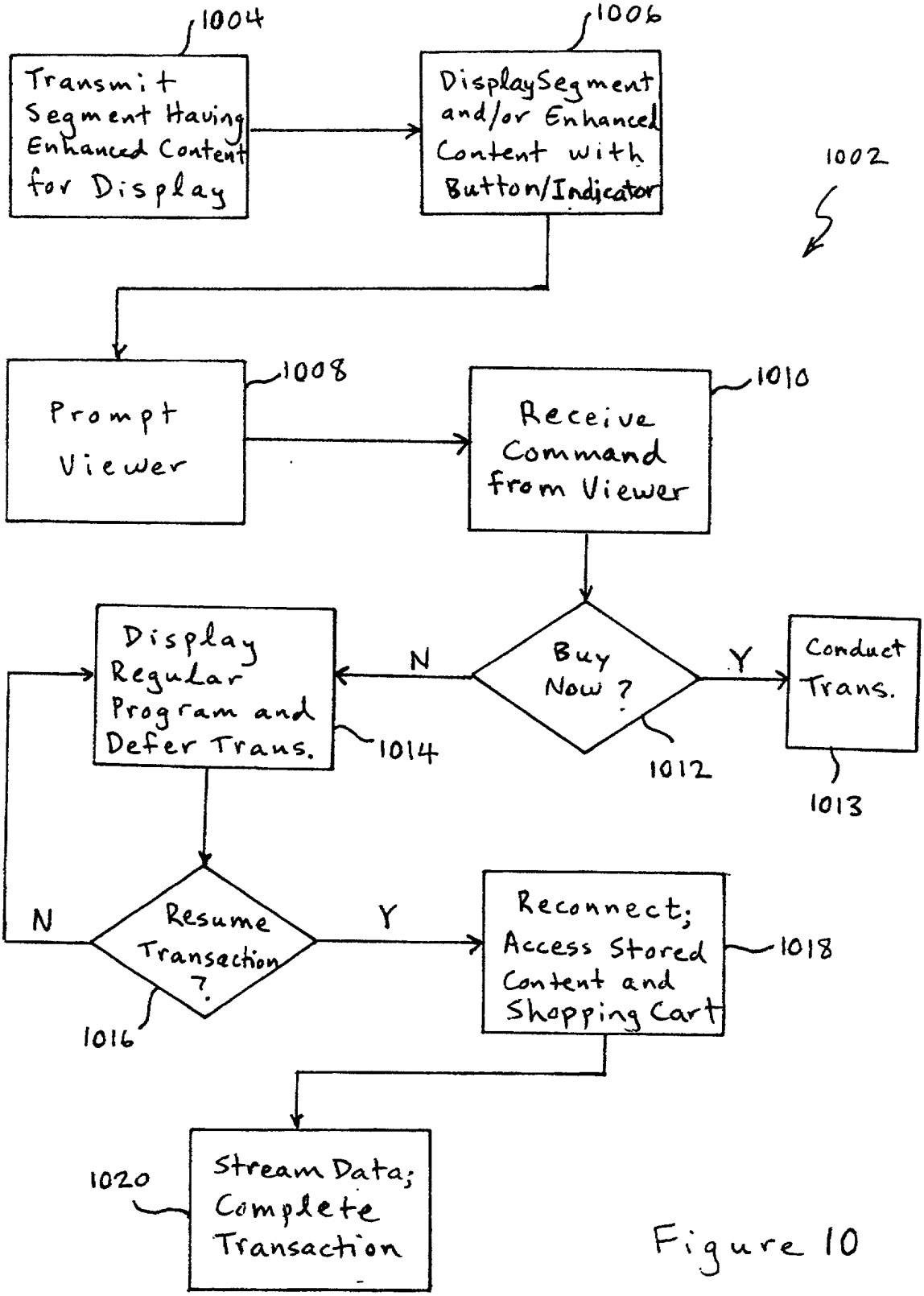
1004
Transmit Segment Having Enhanced Content for Display
1006
Display Segment and/or Enhanced Content with Button/Indicator
1002
Prompt Viewer
1008
Receive Command from Viewer
1010
Buy Now ?
1012
N
Y
Display Regular Program and Defer Trans.
1014
Conduct Trans.
1013
Resume Transaction ?
1016
N
Y
Reconnect; Access Stored Content and Shopping Cart
1018
Stream Data; Complete Transaction
1020

Figure 10